

Career Assessment Using the Strong & MBTI® Instruments

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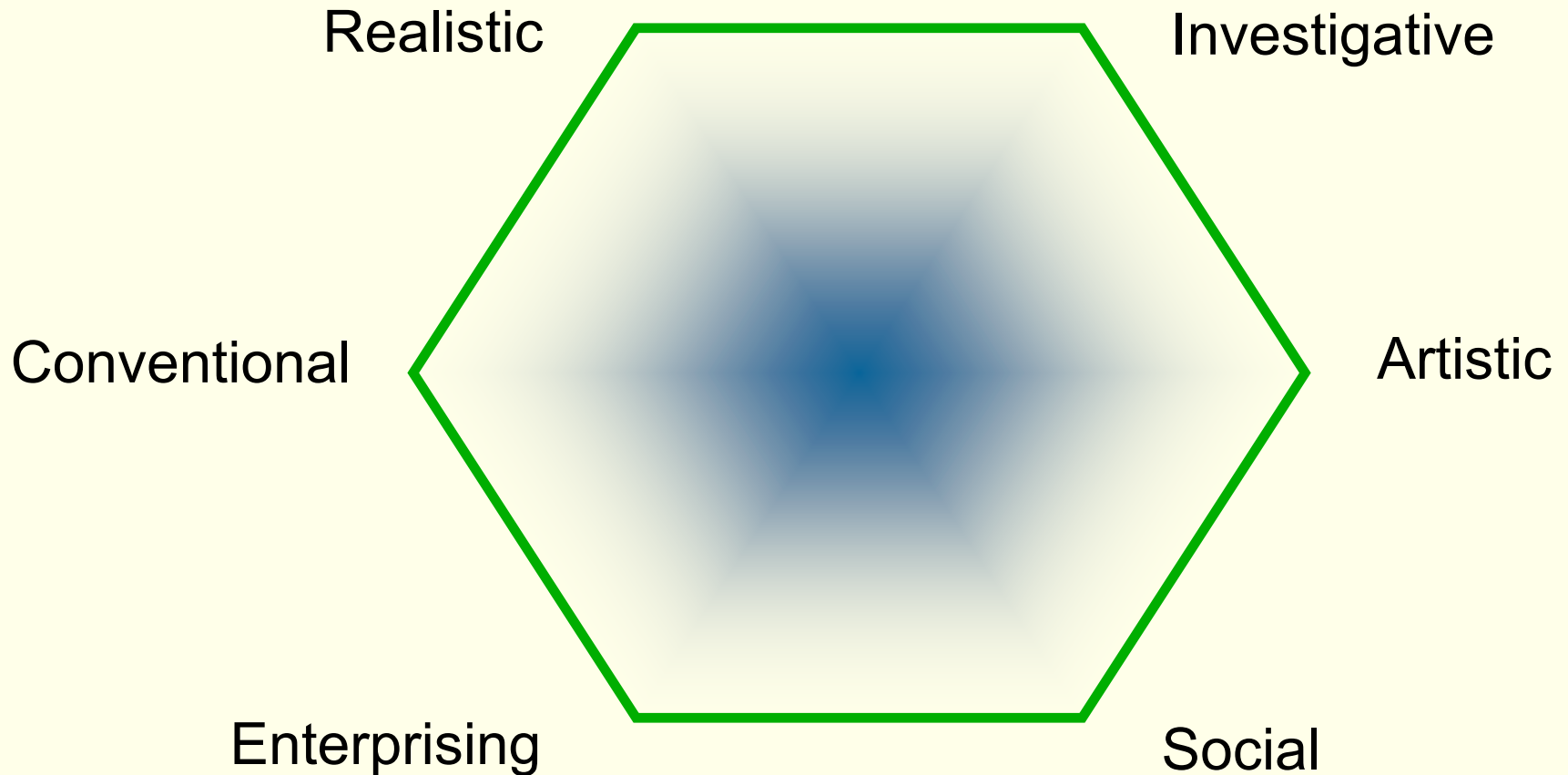
Strong and Skills Interest Inventory[®]

Overview

Strong Theory

- What people do is a reflection of their interests
- People of similar interests will be satisfied in those occupations given their values, knowledge and ability are also the same
- The *Strong* measure interests, not abilities

The Hexagon of General Occupational Themes



DOERS - *Realistic*

- Like to work with their hands, tools, machinery
- Rugged, practical, physically strong
- Mechanically and athletically inclined
- Like working outdoors
- Buy boats, campers, hiking equipment

Realistic Job Titles

- Farmer
- Police Officer
- Carpenter
- Engineer
- Electrician
- Veterinarian



Realistic Theme

What motivates them?

- Tangible Results

What's their favorite TV show?

- Home Improvement, This Old House, Tool Time

THINKERS - *Investigative*

- Like to analytically problem solve using math and science
- Think through problems
- Strong need to understand the world
- Curious, reserved, and work independently
- Get bored easily
- Buy telescopes, computers, electronic equipment

Investigative Job Titles

- Chemist
- Geologist
- Mathematician
- Computer Programmer
- College Professor
- Science Teacher



Investigative Theme

What motivates them?

- Curiosity, Learning, Knowledge

What's their favorite TV show?

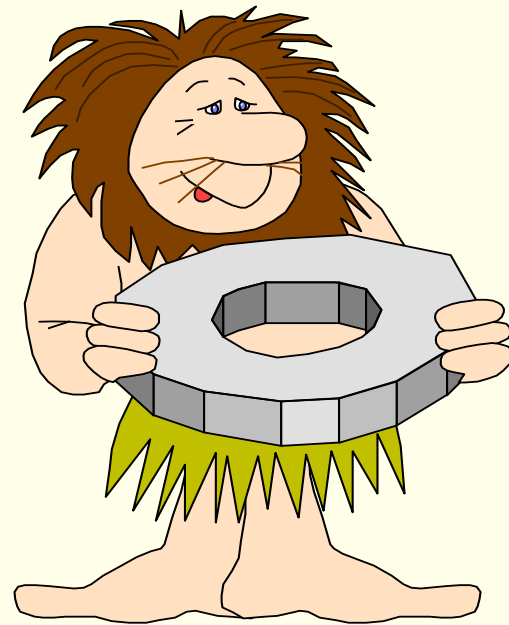
- Nova, Discovery Channel, Mystery, Jeopardy, Star Trek

CREATORS - *Artistic*

- Like to express themselves through their work
- Like art, music, drama, etc.
- Prefer free unstructured situations
- Impulsive, non-conforming & independent
- Value beauty and esthetic qualities
- Don't like rules
- Buy art objects, books, paintings

Artistic Job Titles

- Artist
- Photographer
- Beautician
- Lawyer
- Broadcaster
- Reporter



Artistic Theme

What motivates them?

- Self- expression

What's their favorite TV show?

- PBS or they don't watch TV!

HELPERS - *Social*

- Like work that involves helping others
- Sociable, responsive, humanistic
- Like to work in groups
- Communicates well
- Good interpersonal skills
- Dislike working with machines
- Spend money on social events

Social Job Titles

- Social Worker
- Athletic Trainer
- Guidance Counselor
- School Administrator
- Nurse, RN
- Elementary Teacher



Social Theme

What motivates them?

- Helping others

What's their favorite TV show?

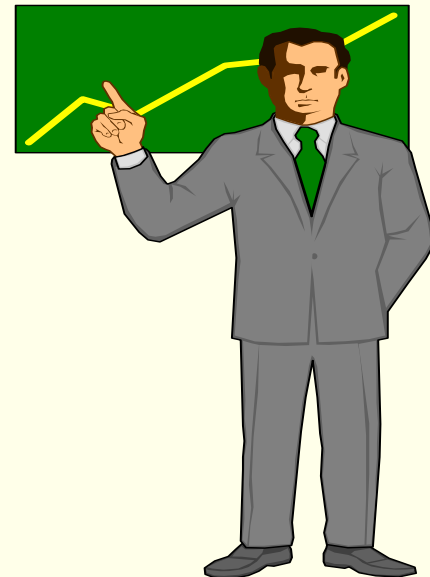
- Friends, ER, Touched by an Angel, Channel Surfers

PERSUADERS - *Enterprising*

- Like leading people toward organizational goals and/or economic success
- Enjoys persuading and selling
- Seek positions of leadership, power, status
- Good public speaking/persuasion skills
- High energy level

Enterprising Job Titles

- Personnel Director
- Restaurant Manager
- Travel Agent
- Store Manager
- Buyer
- Marketing Executive



Enterprising Theme

What motivates them?

- Persuading others

What is their favorite TV Show?

- Wall Street Week, Who Wants to be a Millionaire?, Survivor

ORGANIZERS - *Conventional*

- Like office work in well-ordered environment
- Like to know what is expected of them
- Enjoys numerical activities like accounting
- Conscientious, efficient, practical, dependable
- Save their money or buy conservative things like houses and furniture

Conventional Job Titles

- Banker
- IRS Agent
- Dietitian
- Dental Assistant
- Secretary
- Accountant



Conventional Theme

What motivates them?

- Organizing and bringing order to data/things

What is their favorite TV show?

- Martha Stewart, The Andy Griffith Show, HGTV

Occupational Scales

Single-Gender

- Females Only
 - Child Care Provider
 - Dental Assistant
 - Dental Hygienist
 - Home Economics Teacher
 - Secretary
- Male Only
 - Agribusiness Manager
 - Plumber

Criteria for Selection of Occupational Samples

- At least 3 years experience
- At least 25 years old; no upper age limit
- Satisfied with one's work

Elevated Profiles

- Fear of appearing negative
- Trying to please everyone
- Desire to keep options open
- Diversity of interests
- Multi-potential

Flat Profiles

- Narrow or well-defined interests
- Little knowledge of the world of work
- Cultural differences
- Altered mood
- Low self-esteem
- Family or peer pressure



Myers-Briggs Indicator[®] Assessment

Overview

Assumptions Underlying Type Theory

- Preferences are inborn
- Environment enhances or impedes expression of type
- Type is dynamic, not static
- All of the types are equally valuable

MBTI® History

- 1920 Katherine Briggs begins work
- 1940 World War II erupts
- 1944 Daughter Isabel Myers develops MBTI® Assessment
- 1962 ETS publishes indicator
- 1975 CPP acquires rights
- 1999 Form M revision is published

What is a Preference?

- Right handed or left handed
- Favorite room in the house

Preference Scales

- Extraversion ----- Introversion
- Sensing ----- Intuition
- Thinking ----- Feeling
- Judgment ----- Perception

Administering the MBTI®

- Take instrument with “shoes off” self
- If this were a perfect world....

Administering the MBTI®

- Takes 20 minutes to complete, no more than 30 minutes
- Give instructions that will appeal to all types
 - Ask them to read booklet cover
 - Extroverts - verbal
 - Sensing - to the point
 - Introverts - written
 - Intuition - lots of instructions

Preference Scales

- Extraversion ----- *Energy* ----- Introversion
- Sensing ----- *Pay Attention To* ----- Intuition
- Thinking ----- *Base Decisions On* ----- Feeling
- Judgment ----- *Deal With the World* ----- Perception

Preference Scales

- Extraversion ----- *Energy* ----- Introversion
Talk it out *Think it through*
- Sensing ----- *Pay Attention To* ----- Intuition
Specifics *Possibilities, big picture*
- Thinking ----- *Base Decisions On* ----- Feeling
Logical Implications *Impact on People*
- Judgment ----- *Deal With the World* ----- Perception
Joy of closure *Joy of processing*

Energy

EXTRAVERSION

Being energized through
contact with other people or
through engaging in activities
(the outer world)

INTROVERSION

Being energized through
ideas, quiet times,
or solitude
(the inner world)

How Are You Energized?

EXTRAVERSION

- External/exterior
- Outside thrust
- Talk thoughts out
- Breadth
- Involved with people, things
- Interaction
- Action
- Do-think-do

INTROVERSION

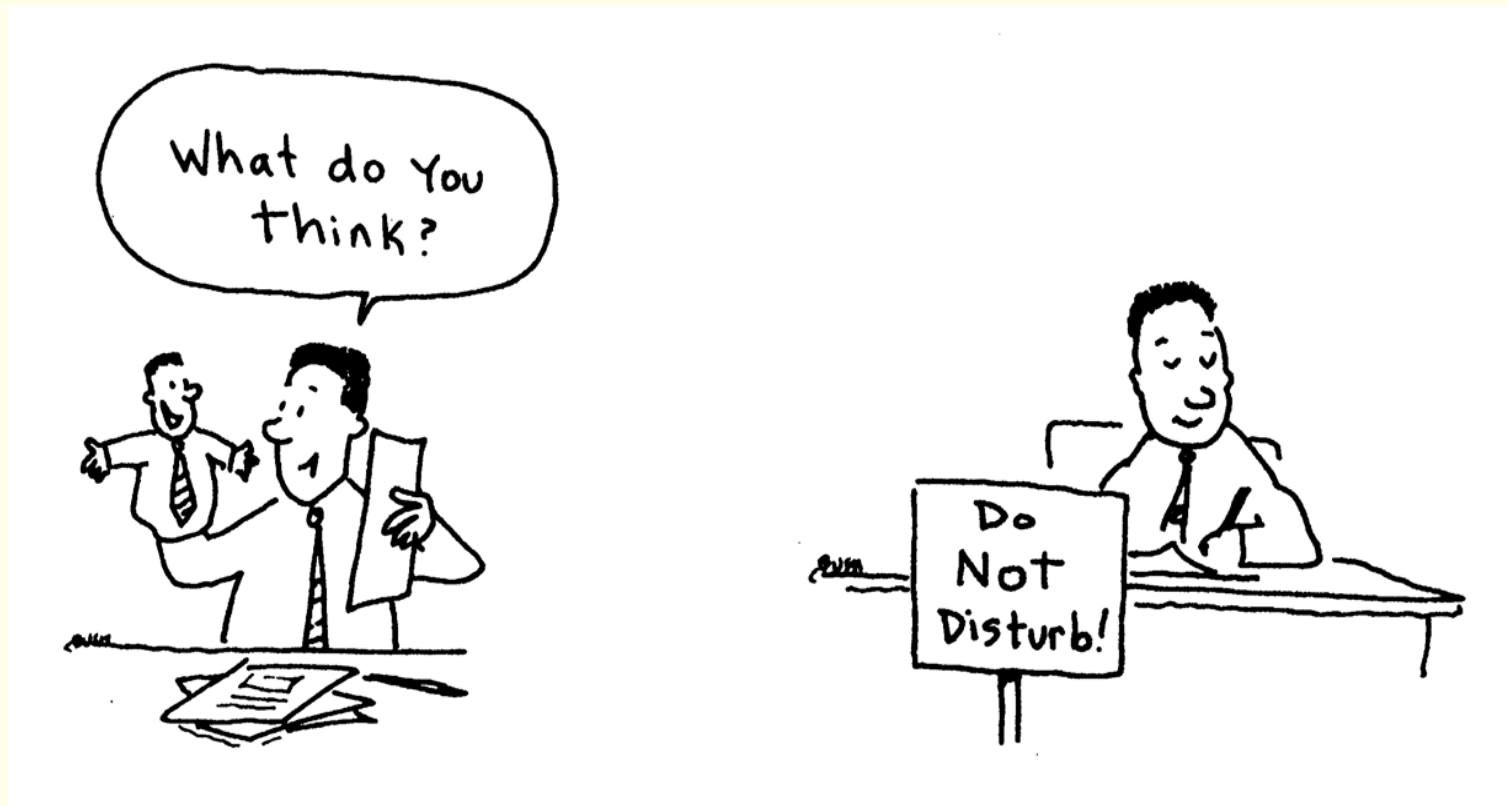
- Internal/interior
- Inside pull
- Keep thoughts in
- Depth
- Work with ideas, thoughts
- Concentration
- Reflection
- Think-do-think

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Extraversion-Introversion



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Information

SENSING

Paying attention to what you perceive through the five senses: seeing, hearing, touching, smelling, and tasting

INTUITION

Paying attention to what might be described as the sixth sense—the unseen world of meanings, inferences, hunches, insights, and connections

How Do You Take In Information?

SENSING

- Present orientation
- What is real
- Practical
- Facts
- Perfecting established skills
- Utility
- Step-by-step
- The five senses

INTUITION

- Future possibilities
- What could be
- Theoretical
- Inspirations
- Learning new skills
- Novelty
- Insight-by-insight
- The sixth sense, a hunch

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Sensing-Intuition



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Decisions

THINKING

Making decisions based
on impartial criteria—
cause-effect reasoning,
constant principles or truths,
and logic

FEELING

Making decisions based
on values-based,
person-centered criteria,
seeking harmony

How Do You Make Decisions?

THINKING

- Logical system
- Head
- Objective
- Justice
- Critique
- Principles
- Reason
- Firm but fair

FEELING

- Values system
- Heart
- Subjective
- Mercy
- Compliment
- Harmony
- Empathy
- Compassionate

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Thinking-Feeling



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Approach to Life

JUDGING

Want to live an ordered life,
with goals and structure,
making decisions so you can
move on

PERCEIVING

Want to live a spontaneous
life with flexibility, staying
open to new information and
possibilities

How Do You Approach Life?

JUDGING

- Decide about information
- Regulate
- Control
- Settled
- Run one's life
- Set goals
- Closing off
- Organized

PERCEIVING

- Attend to, gather information
- Flow
- Adapt
- Tentative
- Let life happen
- Seek options
- Opening up
- Flexible

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Judging-Perceiving



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Type Validation Exercise

- Read your type in ITT, p. 8+
- Underline what describes you
- If slight on scale, read other description too
- Decide which type fits best

Discuss with a Partner

- How type fits who you are
- What you learned about you
- Review insights, meanings of close scores, growth areas

Preference Scales

Males/Females

Males/Females

<u>E</u> xtraversion	-----	<u>I</u> ntroversion
46% 53%		54% 47%
<u>S</u> ensing	-----	<u>I</u> ntuition
72% 75%		28% 25%
<u>T</u> hinking	-----	<u>F</u> eeling
57% 25%		43% 75%
<u>J</u> udgment	-----	<u>P</u> erception
52% 56%		48% 44%

National Representative Sample

ISTJ
11.6%

ISFJ
13.8%

INFJ
1.5%

INTJ
2.1%

ISTP
5.4%

ISFP
8.8%

INFP
4.4%

INTP
3.3%

ESTP
4.3%

ESFP
8.5%

ENFP
8.1%

ENTP
3.2%

ESTJ
8.7%

ESFJ
12.3%

ENFJ
2.5%

ENTJ
1.8%

1998 N=3,009

Career Counseling Model

- Review profiles for validity and disparities
- Re-state purposes of both instruments
- Describe Holland theory and ask client for best fit code
- Review Strong GOT and BIS scales
 - Verify Holland code

Career Counseling Model

- Describe MBTI® theory and ask client to “guess” their type
- Discuss MBTI® preferences in terms of work behavior and style
 - Verify MBTI® type

Career Counseling Model

- Review highest Strong Occupational Scales
- Discuss skills confidence affects their interests
- Review occupations suggested by the MBTI® Assessment
- Note overlap between occupations
- Discuss Personal Style Scales relative to type
- Develop plan for the next step

DANTES Resources

- MBTI® Manual
- Introduction To Type® booklet
- Introduction To Type® and Careers booklet
- MBTI® Self-Scorable Booklet/Answer Sheet
- MBTI® Video
- MBTI® Profile Report
- MBTI® Career Report
- Strong & MBTI® Career Development Guide

DANTES Resources


- Strong Applications & Technical Guide
- Strong and Skills Applications and Technical Guide
- Strong & Skills Profile, Mail-in only
- Prepaid (service personnel) & Non-prepaid (family members)
- Strong & Skills Interpretive, Software/Web
- Strong Career Transition, Web only
- Where Do I Go Next? booklet
- Strong Video

Strongly Recommended !

- Strong & MBTI® Career Development Workbook
- Strong & MBTI® Entrepreneur and Career Reports
- MBTI® Career Manual
- Resource Binder - Using the MBTI® in Organizations
- Resource Binder - Strong Interest Inventory®
Strategies for Group and Individual Interpretations
- Making It in Organizations - Transition

Recommended Reading

- Starting Out, Starting Over
- Real People, Real Jobs
- I'm Not Crazy, I'm Just Not You
- Gifts Differing
- Double Lives - Crafting Your Life of Work and Passion
- Up Is Not the Only Way
- Reinventing Yourself - Life Planning After 50
- Connections Between Spirit and Work in Career Development
- Soul Work - Finding the Work You Love
- Building a Career Development Program - 9 Steps for Implementation



Questions Please!



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